KEYS TO UNDERSTANDING OUTCOME MEASUREMENT

Outcome = Impact on End User

Impact = Changes in

Behavior
Attitude
Skills
Knowledge
Condition/ Status

Outcome measurement = A user-centered approach to assessment of programs/ services that are provided to address particular user needs and designed to achieve change for the user.

> **From the user in the life of the library to the library in the life of the user.**

Three Types of Measures for Evaluation:

Outcome Measurement adds outcomes to the two traditional measures of success: inputs and outputs.

Inputs:

- Answer "Which of our assets do we use to provide an activity?"
- Are resources devoted to or used by a program
- Collections, materials, equipment and supplies
- Staff and volunteer time and expertise, community partners
- Needs assessment findings and other background information
- Facilities, computers, online access
- Also, constraints on programs such as laws, regulations, funding requirements

Outputs:

- Answer "How many?" (extensiveness)
- Are measures of product volume (i.e. number of services or products provided) or evidence of service delivery (i.e. number of participants)
- Are the results of inputs (resources) and activities (programs or services)
- Are from the **staff perspective**

Outcomes:

- Answer "So what?" and "What difference did our program make to the participant?"(effectiveness)
- Are measures of impact or benefit to end user, usually reported in amount of change in skills, knowledge, attitude, behavior, or condition
- Are the results of inputs (resources) and activities (programs or services)
- Are from the **participant/ customer's perspective**
- Are the success stories of outputs
- Are best used in conjunction with output measurement
- Make a project's expectations explicit
- Present assumptions of cause and effect, not concrete scientific evidence
- Result at least in part from the library's program or services.